

## CLAIMS

What is claimed is:

1. A method comprising:

2 sending transactional information via a broadcast channel from an electronic  
3 commerce system to consumers, the transactional information including a transaction  
4 identifier and relating to a product or service that is for sale by a business;  
5 receiving a transaction request via a network connection at an electronic  
6 commerce system from a consumer in response to the sent transactional information, the  
7 transaction request including a transaction identifier and a consumer identifier;  
8 sending the transaction request and consumer information via a secure channel  
9 from the electronic commerce system to a server system of the business to which the  
10 transactional information relates, the consumer information including credit information  
11 about the consumer and an identification of the consumer.

2. The method of Claim 1 wherein sending transactional information comprises  
2 sending the transactional information along with broadcast data for viewing of broadcasts  
3 by the user.

3. The method of Claim 2 wherein sending transactional information comprises  
2 sending transactional information that is related to the broadcast viewing data.

4. The method of Claim 2 wherein sending the transactional information along  
2 with the broadcast data comprises sending using at least one of cable broadcast, satellite  
3 broadcast, very high frequency (VHF) radio frequency communication of broadcast

4 networks, ultra high frequency (UHF) radio frequency communication of broadcast  
5 networks and a telephone/computer network interface.

1 5. The method of Claim 1 wherein the network connection comprises an insecure  
2 internet connection.

1 6. The method of Claim 1 wherein the secure channel comprises an encrypted  
2 internet connection.

1 7. The method of Claim 1 wherein the secure channel comprises a telephone  
2 connection.

1 8. The method of Claim 1 further comprising verifying the consumer by  
2 comparing the consumer identifier to a list of consumers in a consumers library.

1 9. The method of Claim 8 wherein the consumers library includes credit  
2 information regarding consumers listed in the library and wherein sending the transaction  
3 request includes sending an identification of the consumer and credit information  
4 regarding the consumer.

1 10. The method of Claim 1 further comprising verifying businesses by comparing  
2 the transaction identifier to a list of transaction identifiers in a businesses library.

1 11. The method of Claim 10 further comprising verifying information for use in  
2 the businesses library by at least one of checking the history of the business and checking  
3 whether any complaints have been filed against the business.

1           12. The method of Claim 10 wherein the business library contains at least one of  
2 the name of the business, the physical address of the business, the Internet address of the  
3 business, the phone and fax numbers of the business and products sold by the business.

1           13. The method of Claim 1 wherein sending the transaction request comprises  
2 forwarding the transaction request to a server interface of the electronic commerce system  
3 to be sent to the server system of the business.

1           14. A machine readable medium having stored thereon data representing  
2 sequences of instructions which, when executed by a machine, cause the machine to  
3 perform operations comprising:

4           sending transactional information via a broadcast channel from an electronic  
5 commerce system to consumers, the transactional information including a transaction  
6 identifier and relating to a product or service that is for sale by a business;

7           receiving a transaction request via a network connection at an electronic  
8 commerce system from a consumer in response to the sent transactional information, the  
9 transaction request including a transaction identifier and a consumer identifier;

10          sending the transaction request and consumer information via a secure channel  
11 from the electronic commerce system to a server system of the business to which the  
12 transactional information relates, the consumer information including credit information  
13 about the consumer and an identification of the consumer.

1 15. The medium of Claim 14 wherein the instructions for sending transactional  
2 information comprise instructions for sending the transactional information along with  
3 broadcast data for viewing of broadcasts by the user.

1 16. The medium of Claim 14 wherein the network connection comprises an  
2 insecure internet connection.

1 17. The medium of Claim 14 wherein the secure channel comprises an encrypted  
2 internet connection.

1 18. The medium of Claim 14 wherein the sequences of instructions, when  
2 executed by a machine, cause the machine to perform further operations comprising  
3 verifying the consumer by comparing the consumer identifier to a list of consumers in a  
4 consumers library.

1 19. The medium of Claim 14 wherein the consumers library includes credit  
2 information regarding consumers listed in the library and wherein sending the transaction  
3 request includes sending an identification of the consumer and credit information  
4 regarding the consumer.

1 20. The medium of Claim 14 wherein the sequences of instructions, when  
2 executed by a machine, cause the machine to perform further operations comprising  
3 further comprising verifying businesses by comparing the transaction identifier to a list of  
4 transaction identifiers in a businesses library.

1 21. A method comprising:  
2 sending transactional information to consumers;  
3 receiving a transaction request from a consumer in response to the sent  
4 transactional information;  
5 verifying the consumer from which the transaction request has been received  
6 against a first library of consumer information;  
7 verifying a businesses with respect to which the transaction request has been  
8 received against a second library of business information;  
9 sending the verified transaction request to a server system of the business with  
10 respect to which the transaction request has been received.

1 22. The method of Claim 21 wherein the transactional information comprises  
2 information about a product or service that is for sale.

1 23. The method of Claim 21 wherein sending transactional information comprises  
2 sending the transactional information along with broadcast data for viewing by the user.

1 24. The method of Claim 23 wherein sending the transactional information along  
2 with the broadcast data comprises sending using at least one of cable broadcast, satellite  
3 broadcast, very high frequency (VHF) radio frequency communication of broadcast  
4 networks, ultra high frequency (UHF) radio frequency communication of broadcast  
5 networks and a telephone/computer network interface.

1 25. The method of Claim 21 wherein receiving a transaction request comprise  
2 receiving a transaction request over an insecure internet connection.

1           26. The method of Claim 21 wherein receiving a transaction request includes  
2 receiving an identification of the consumer, an identification of a business and an  
3 identification of a product or service sold by the business.

1           27. The method of Claim 21 wherein receiving a transaction request includes  
2 receiving a consumer identifier identifying the consumer from which the transaction  
3 request was received and wherein verifying consumers comprises comparing the  
4 consumer identifier to a list of consumers in the first library.

1           28. The method of Claim 21 wherein receiving a transaction request includes  
2 receiving a transaction identifier identifying the transactional information to which the  
3 transaction request is directed and wherein verifying businesses comprises comparing the  
4 transaction identifier to a list of transaction identifiers in the second library.

1           29. The method of Claim 21 wherein the first library includes credit information  
2 regarding consumers listed in the library and wherein sending the verified transaction  
3 request includes sending an identification of the consumer and credit information  
4 regarding the consumer.

1           30. The method of Claim 21 further comprising verifying information for use in  
2 the second library by at least one of checking the history of the business and checking  
3 whether any complaints have been filed against the business.

1           31. The method of Claim 21 wherein the second library contains at least one of  
2 the name of the business, the physical address of the business, the Internet address of the  
3 business, the phone and fax numbers of the business and products sold by the business.

1           32. The method of Claim 21 wherein sending the verified transaction request  
2 comprises forwarding transaction requests to a server interface to be sent to a server  
3 system of a business corresponding to the transaction request.

1           33. The method of Claim 21 wherein sending the verified transaction request  
2 comprises sending the verified transaction request using an encrypted internet connection.

1           34. The method of Claim 21 wherein sending the verified transaction request  
2 comprises sending the verified transaction request using a telephone connection.

1           35. A machine readable medium having stored thereon data representing  
2 sequences of instructions which, when executed by a machine, cause the machine to  
3 perform operations comprising:

4           sending transactional information to consumers;

5           receiving a transaction request from a consumer in response to the sent  
6 transactional information;

7           verifying the consumer from which the transaction request has been received  
8 against a first library of consumer information;

9           verifying a businesses with respect to which the transaction request has been  
10 received against a second library of business information;

11 sending the verified transaction request to a server system of the business with  
12 respect to which the transaction request has been received.

1 36. The medium of Claim 35 wherein the transactional information comprises  
2 information about a product or service that is for sale.

1 37. The medium of Claim 35 wherein sending transactional information  
2 comprises sending the transactional information along with broadcast data for viewing by  
3 the user.

1 38. The medium of Claim 37 wherein sending the transactional information along  
2 with the broadcast data comprises sending using at least one of cable broadcast, satellite  
3 broadcast, very high frequency (VHF) radio frequency communication of broadcast  
4 networks, ultra high frequency (UHF) radio frequency communication of broadcast  
5 networks and a telephone/computer network interface.

1 39. The medium of Claim 35 wherein receiving a transaction request includes  
2 receiving an identification of the consumer, an identification of a business and an  
3 identification of a product or service sold by the business.

1 40. The medium of Claim 35 wherein receiving a transaction request includes  
2 receiving a consumer identifier identifying the consumer from which the transaction  
3 request was received and wherein verifying consumers comprises comparing the  
4 consumer identifier to a list of consumers in the first library.



1 41. The medium of Claim 35 wherein receiving a transaction request includes  
2 receiving a transaction identifier identifying the transactional information to which the  
3 transaction request is directed and wherein verifying businesses comprises comparing the  
4 transaction identifier to a list of transaction identifiers in the second library.

1 42. The medium of Claim 35 wherein the first library includes credit information  
2 regarding consumers listed in the library and wherein sending the verified transaction  
3 request includes sending an identification of the consumer and credit information  
4 regarding the consumer.

1 43. The medium of Claim 35 wherein the second library contains at least one of  
2 the name of the business, the physical address of the business, the Internet address of the  
3 business, the phone and fax numbers of the business and products sold by the business.

1 44. The medium of Claim 35 wherein sending the verified transaction request  
2 comprises sending the verified transaction request using an encrypted internet connection.

1 45. The medium of Claim 35 wherein sending the verified transaction request  
2 comprises sending the verified transaction request using a telephone connection.

1 46. A method comprising  
2 sending transactional information along with broadcast data from an electronic  
3 commerce system to a consumer entertainment system through a broadcast  
4 communications medium, the transactional information including information about a  
5 product or service that is for sale by a business;

6 receiving a transaction request at the electronic commerce system from the  
7 consumer entertainment system identifying the consumer and the transactional  
8 information;

9 forwarding information regarding the consumer together with the identification of  
10 the consumer and the transactional information to a server system corresponding to the  
11 business for the transactional information securely over a second transmission medium.

1 47. The method of Claim 46 wherein the information regarding the consumer  
2 includes credit information regarding the consumer.

1 48. The method of Claim 46 wherein forwarding information securely comprises  
2 forwarding information using an encrypted internet connection.

1 49. The method of Claim 46 wherein forwarding information securely comprises  
2 forwarding information using a telephone connection.

1 50. The method of Claim 46 wherein displaying comprises displaying the  
2 transactional information during the viewing of broadcast data.

1 51. The method of Claim 46 wherein sending transactional information comprises  
2 sending transactional information that is related to the broadcast viewing data.

1 52. The method of Claim 46 wherein the broadcast communications medium  
2 comprises at least one of cable broadcast, satellite broadcast, very high frequency (VHF)  
3 radio frequency communication of broadcast networks, ultra high frequency (UHF) radio

frequency communication of broadcast networks and a telephone/computer network interface.

53. The method of Claim 46 wherein receiving a transaction request comprises receiving the transaction request through an insecure internet connection.

54. The method of Claim 46 further comprising verifying the consumer by comparing the consumer identifier to a list of consumers in a consumers library.

55. The method of Claim 54 wherein the consumers library includes credit information regarding consumers listed in the library and wherein sending the transaction request includes sending an identification of the consumer and credit information regarding the consumer.

56. The method of Claim 46 further comprising verifying businesses by comparing the transaction identifier to a list of transaction identifiers in a businesses library.

57. The method of Claim 46 wherein sending the transaction request comprises forwarding the transaction request to a server interface of the electronic commerce system to be sent to the server system of the business.

58. A machine readable medium having stored thereon data representing sequences of instructions which, when executed by a machine, cause the machine to perform operations comprising:  
sending transactional information along with broadcast data from an electronic

5 commerce system to a consumer entertainment system through a broadcast  
6 communications medium, the transactional information including information about a  
7 product or service that is for sale by a business;

8 receiving a transaction request at the electronic commerce system from the  
9 consumer entertainment system identifying the consumer and the transactional  
10 information;

11 forwarding information regarding the consumer together with the identification of  
12 the consumer and the transactional information to a server system corresponding to the  
13 business for the transactional information securely over a second transmission medium.

1 59. The medium of Claim 58 wherein the information regarding the consumer  
2 includes credit information regarding the consumer.

1 60. The medium of Claim 58 wherein forwarding information securely comprises  
2 forwarding information using an encrypted internet connection.

1 61. The medium of Claim 58 wherein sending transactional information  
2 comprises sending transactional information that is related to the broadcast viewing data.

1 62. The medium of Claim 58 wherein the broadcast communications medium  
2 comprises at least one of cable broadcast, satellite broadcast, very high frequency (VHF)  
3 radio frequency communication of broadcast networks, ultra high frequency (UHF) radio  
4 frequency communication of broadcast networks and a telephone/computer network  
5 interface.

1 63. The medium of Claim 58 wherein receiving a transaction request comprises  
2 receiving the transaction request through an insecure internet connection.

1 64. The medium of Claim 58 further comprising verifying the consumer by  
2 comparing the consumer identifier to a list of consumers in a consumers library.

1 65. The medium of Claim 64 wherein the consumers library includes credit  
2 information regarding consumers listed in the library and wherein sending the transaction  
3 request includes sending an identification of the consumer and credit information  
4 regarding the consumer.

1 66. The medium of Claim 58 further comprising verifying businesses by  
2 comparing the transaction identifier to a list of transaction identifiers in a businesses  
3 library.

1 67. The medium of Claim 58 wherein sending the transaction request comprises  
2 forwarding the transaction request to a server interface of the electronic commerce system  
3 to be sent to the server system of the business.

1 68. An electronic commerce system comprising:  
2 an information distributor to send transactional information to consumers;  
3 a first library having information related to consumers;  
4 a second library having information related to businesses;  
5 a client interface to receive transaction requests from consumers for which related  
6 information is stored in the first library, the transaction requests being received in

7 response to the sent transactional information;

8 a server interface to send transaction requests to server systems corresponding to  
9 businesses for which related information is stored in the second library; and

10 a transaction processor to verify consumers from which a transaction request has  
11 been received through the client interface against the first library and to verify businesses  
12 with respect to which a transaction request has been received against the second library  
13 and, after verification, to forward the verified transaction request to the server interface.

1 69. The system of Claim 68 wherein the transactional information comprises  
2 information about a product or service that is for sale.

1 70. The system of Claim 68 wherein the information distributor sends  
2 transactional information along with broadcast data for viewing by the user.

1 71. The system of Claim 68 wherein the information distributor comprises at least  
2 one of a network interface, a telephone interface, a vertical blanking interval encoder, a  
3 cable link encoder and a satellite link encoder

1 72. The system of Claim 68 wherein the consumer information includes at least an  
2 identifier corresponding to each consumer and wherein the transaction request includes  
3 the respective identifier.

1 73. The system of Claim 68 wherein the transaction request includes an  
2 identification of the consumer, an identification of a business and an identification of a  
3 product or service sold by the business.

1 74. The system of Claim 68 wherein the transaction request includes a consumer  
2 identifier identifying the consumer from which the transaction request was received and  
3 the transaction processor verifies consumers by comparing the consumer identifier to a  
4 list of consumers in the first library.

1 75. The system of Claim 68 wherein the client interface receives transaction  
2 requests over an unsecured internet connection.

1 76. The system of Claim 68 further comprising a transaction manager, the  
2 transaction manager comprising the client interface, the server interface, the transaction  
3 processor and a storage medium interface to couple the transaction processor to the  
4 storage medium.

1 77. The system of Claim 68 further comprising a storage medium, wherein the  
2 storage medium comprises the first and second libraries.

1 78. The system of Claim 68 wherein the first library includes credit information  
2 regarding consumers listed in the library and wherein the verified transaction request  
3 includes an identification of the consumer and credit information regarding the consumer.

1 79. The system of Claim 68 wherein the transaction request includes a transaction  
2 identifier identifying the transactional information to which the transaction request is  
3 directed and wherein the transaction processor verifies businesses by comparing the  
4 transaction identifier to a list of transaction identifiers in the second library.

